

ORDER

**KSNV**

Orders
Order / Rev: 106601
Alt Order #: 06852702
Product Desc: OBAMA 60'S
Estimate: 1775
Flight Dates: 09/15/12 - 09/24/12
Original Date / Rev: 09/14/12 / 09/19/12
Order Type: GENERAL

Primary AE: Amy McCreary
Sales Office: BLPHI
Sales Region: National

Agency
Name: GMMB, Inc./ Washington D.C.
Buying Contact:
Billing Contact:
 Washington Harbor
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Obama for America
Demographic: A35+
Product Codes: PLC01-Democrat
Priority: SELECT PRIORITY CODE
Revenue Codes: POLITICAL/AGY, PCAN, GEN

New Business Thru:
Order Separation: 00:05:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/24/12	57	\$98,310.00	\$83,563.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	57	\$98,310.00	\$83,563.50	0.00
Totals	57	\$98,310.00	\$83,563.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share

	Share	Total
KSNV	40%	\$98,310.00
Market	100%	\$245,775.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	20%	\$49,155.00
KLVS	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	20%	\$49,155.00
KTUD	1%	\$2,457.75
KVVU	15%	\$36,866.25
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	4%	\$9,831.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	09/17/12	09/21/12	M-F 5-6a WakeUp w/WagM	5-6a		MTWTF--	1:00	2	\$650.00	1	0.00	NM	2	\$1,300.00
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	MTWTF--			2			\$650.00		0.00			

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 2	KSNV	09/17/12	09/21/12	M-F 6-7a WakeUp w/Wagners M-F 6-7a WakeUp w/Wagners WAKE UP WITH THE WAGNERS	CM	6-7a	MTWTF--	1:00	4	\$1,300.00	1	0.00	NM	4	\$5,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	MTWTF--					4	\$1,300.00		0.00			
E 3	KSNV	09/17/12	09/21/12	Today Show Today Show TODAY SHOW	CM	658a-9am	MTWTF--	1:00	4	\$1,700.00	1	0.00	NM	4	\$6,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	MTWTF--					4	\$1,700.00		0.00			
E 4	KSNV	09/15/12	09/15/12	News 3 Sunrise - SATURDAY News 3 Sunrise SATURDAY NEWS 3 AT SUNRISE	CM	6a-7a	-----S-	1:00	1	\$700.00	1	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	-----S-					1	\$700.00		0.00			
E 5	KSNV	09/15/12	09/15/12	Saturday Today Saturday Today SATURDAY TODAY	CM	7a-9am	-----S-	1:00	1	\$1,250.00	1	0.00	NM	1	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	-----S-					1	\$1,250.00		0.00			
E 6	KSNV	09/16/12	09/16/12	Sunday Today Sunday Today TODAY ON SUNDAY	CM	7a-8am	-----S	1:00	1	\$1,250.00	1	0.00	NM	1	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	-----S					1	\$1,250.00		0.00			
E 8	KSNV	09/17/12	09/21/12	M-F Today Show II 3rd Hour M-F Today Show II TODAY SHOW II	CM	9-10a	MTWTF--	1:00	2	\$700.00	1	0.00	NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	MTWTF--					2	\$700.00		0.00			
E 9	KSNV	09/17/12	09/21/12	M-F Today Show III 4th Hour Today 4th Hour TODAY SHOW III	CM	10am-11am	MTWTF--	1:00	2	\$650.00	1	0.00	NM	2	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	MTWTF--					2	\$650.00		0.00			
E 10	KSNV	09/17/12	09/21/12	Rachael Ray Rachael Ray RACHEL RAY	CM	11am-12pm	MTWTF--	1:00	3	\$650.00	1	0.00	NM	3	\$1,950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	MTWTF--					3	\$650.00		0.00			
E 11	KSNV	09/17/12	09/21/12	Days of our Lives Days of our Lives DAYS OF OUR LIVES	CM	1258p-2pm	MTWTF--	1:00	2	\$850.00	1	0.00	NM	2	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	MTWTF--					2	\$850.00		0.00			
E 12	KSNV	09/17/12	09/21/12	The Doctors The Doctors THE DOCTORS	CM	2pm-3pm	MTWTF--	1:00	2	\$200.00	3	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	MTWTF--					1	\$200.00		0.00			
E 13	KSNV	09/17/12	09/21/12	Dr. Phil Dr Phil DR. PHIL	CM	3-4p	MTWTF--	1:00	3	\$900.00	1	0.00	NM	3	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	MTWTF--					3	\$900.00		0.00			
E 14	KSNV	09/17/12	09/21/12	NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour) FIRST NEWS 3 AT FOUR	CM	4-5pm (4:00 PM-4:30 PM)	MTWTF--	1:00	2	\$1,200.00	1	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	MTWTF--					2	\$1,200.00		0.00			
E 15	KSNV	09/17/12	09/21/12		CM	4-5pm	MTWTF--	1:00	2	\$1,400.00	1	0.00	NM	2	\$2,800.00

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NEWS 3 at 4 (1 HOUR)															
4PM NEWS (1 hour) (4:30 PM-5:00 PM)															
NEWS 4 AT 430P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	MTWTF--					2	\$1,400.00		0.00			
E 16	KSNV	09/17/12	09/21/12	M-F Early News M-F Early News	CM	5-630p	MTWTF--	1:00	4	\$2,000.00	1	0.00	NM	4	\$8,000.00
EARLY NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	MTWTF--					4	\$2,000.00		0.00			
E 17	KSNV	09/15/12	09/15/12	Sa-Su Early News Sa-Su Early News	CM	5pm-630pm	-----S-	1:00	1	\$1,300.00	1	0.00	NM	1	\$1,300.00
KSNV EARLY NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S-					1	\$1,300.00		0.00			
E 18	KSNV	09/18/12	09/18/12	Tues PR 10-11p Tuesday Prime 10-11pm	CM	10-11pm	-T-----	1:00	1	\$6,400.00	1	0.00	NM	1	\$6,400.00
PARENTHOOD															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-T-----					1	\$6,400.00		0.00			
E 19	KSNV	09/19/12	09/19/12	Wed PR 10-11p Wednesday Prime 10-11pm	CM	10-11pm	--W----	1:00	1	\$6,400.00	1	0.00	NM	1	\$6,400.00
ROCK CENTER- BRIAN WILLIAMS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	--W----					1	\$6,400.00		0.00			
E 20	KSNV	09/16/12	09/16/12	NFL End of Game Break NFL End of Game Break	CM	1p-9p	-----S	1:00	1	\$16,000.00	1	0.00	NM	1	\$16,000.00
SUN NT FB: DET @ S FRAN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S					1	\$16,000.00		0.00			
E 21	KSNV	09/17/12	09/21/12	M-F News 3 at Eleven M-F News 3 at Eleven	CM	11pm-1135pm	MTWTF--	1:00	3	\$2,200.00	1	0.00	NM	3	\$6,600.00
NEWS 3 NIGHTSIDE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	MTWTF--					3	\$2,200.00		0.00			
E 22	KSNV	09/15/12	09/15/12	Sa-Su News 3 at Eleven Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----S-	1:00	1	\$2,200.00	1	0.00	NM	1	\$2,200.00
NEWS 3 NIGHTSIDE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S-					1	\$2,200.00		0.00			
E 23	KSNV	09/16/12	09/16/12	Sa-Su News 3 at Eleven Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----S	1:00	1	\$2,200.00	1	0.00	NM	1	\$2,200.00
NEWS 3 NIGHTSIDE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S					1	\$2,200.00		0.00			
E 24	KSNV	09/17/12	09/21/12	The Tonight Show Tonight Show	CM	1135p-1237a	MTWTF--	1:00	4	\$850.00	1	0.00	NM	4	\$3,400.00
TONIGHT SHOW W/ JAY LENO															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	MTWTF--					4	\$850.00		0.00			
E 25	KSNV	09/17/12	09/21/12	Late Night w/Fallon Late Night w/Fallon	CM	1237a-136am	MTWTF--	1:00	4	\$450.00	1	0.00	NM	4	\$1,800.00
LATE NIGHT W/JIMMY FALLON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	MTWTF--					4	\$450.00		0.00			
E 26	KSNV	09/15/12	09/15/12	Saturday Night Live Saturday Night Live	CM	1130pm-1:02am	-----S-	1:00	1	\$1,500.00	2	0.00	NM	1	\$1,500.00
SATURDAY NIGHT LIVE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S-					1	\$1,500.00		0.00			
E 27	KSNV	09/16/12	09/16/12		CM	Sun 1135p-1200a	-----S	1:00	1	\$270.00	3	0.00	NM	1	\$270.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Sports Night in Las Vegas															
Sports Night in Las Vegas															
SPORTS NIGHT IN LAS VEGAS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	-----S			1		\$270.00		0.00				
E 28	KSNV	09/16/12	09/16/12	LAW & ORDER (LF)	CM	Sat 1-2am / Sun 1-	-----S	1:00	1	\$90.00	3	0.00	NM	1	\$90.00
				Law & Order (LF)											
LAW & ORDER															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	-----S			1		\$90.00		0.00				
N 29	KSNV	09/23/12	09/23/12	NFL Pre-Game / FNA	CM	1p-530pm	-----S	1:00	1	\$4,800.00	1	0.00	NM	1	\$4,800.00
				NFL Pre-Game											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	-----S			1		\$4,800.00		0.00				
N 30	KSNV	09/21/12	09/21/12	Fri PR 9-10p	CM	9-10pm	----F--	1:00	1	\$5,200.00	1	0.00	NM	1	\$5,200.00
				Friday Prime 9-10pm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	----F--			1		\$5,200.00		0.00				
N 31	KSNV	09/24/12	09/24/12	NEWS 3 at 4 (1 HOUR)	CM	4-5pm	M-----	1:00	1	\$1,200.00	1	0.00	NM	1	\$1,200.00
				4PM NEWS (1 hour) (4:00 PM-4:30 PM)											
FIRST NEWS 3 AT FOUR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	M-----			1		\$1,200.00		0.00				
													Totals	57	\$98,310.00